

Leit Motif

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aricopa County Tobacco Use Prevention Program
Working Together. Building Tobacco-Free Communities.

Mission

Through collaborative efforts, we provide leadership, direction, and support to youth and adults establishing tobacco-free communities.

Vision

Maricopa County communities will be nationally renowned for their commitment to providing widely accessible tobacco prevention and cessation services and to living in a tobacco-free environment

Evaluation Update

By Bill Wilson, DrPH, MACTUPP Evaluation Specialist

The Arizona Tobacco Education and Prevention Program (TEPP) held the second of three planned all day evaluation strategy sessions, led by Pam Goslar, PhD, on October 7, 1999. The third and final meeting is scheduled for November 15, 1999. The purpose of these meetings is to convene the appropriate tobacco stakeholders to develop the state's evaluation strategy. Additionally, groups are being formed to conduct work on many of the tasks defined in the working sessions. Soon, an evaluation oversight group will be constructed of various stakeholders and some outside experts to help monitor TEPP's ongoing evaluation strategy. Since the strategy is still being formulated, a complete report of the group's work will be issued after the third meeting.

Great American Smokeout Planning Shifts into High Gear

By David Urbinato, Media Specialist

Local Projects around Maricopa County are preparing area worksites for this year's Great American Smokeout (GASO) on November 18th. Since 1976, smokers nationwide have been kicking the habit for 24 hours on the third Thursday in November. This year in Arizona most

Local Projects will be distributing survival bags via local businesses to tobacco users and encouraging them to go tobacco-free for the day. This event will serve as a good starting point through which Local Projects can establish long-term relationships with key worksites in their service areas.

Local Projects that would like to open up their activities to area news media should clear their plans with a media relations or human resources representative from each company or workplace. Once clearance is obtained, Local Projects can forward the workplace locations, times and dates to me, David Urbinato. I will work closely with the events' official sponsor, American Cancer Society, to direct Valley journalists to GASO events.

Call or e-mail me with general or media-related GASO questions at 602-506-0405 or davidurbinato@mail.maricopa.gov.

Contract, What Contract?

By Donna Minshall, Contract Specialist

Webster's Dictionary defines the word contract as "a binding agreement between two or more persons or parties." This definition may lead you to think that administering Maricopa County's Tobacco Use Prevention Program (MACTUPP) service contracts should be pretty simple, right? It's just an agreement . . . as many of you know, sometimes, it's not so simple. But I, Donna Minshall, Contract Specialist, am here to help! Local Project staff work closely with me on contracting processes. Subcontractors and coalition members should share their ideas with the Local Project staff before calling or e-mailing me, at 602-506-4797 or donnaminshall@mail.maricopa.gov, with ideas or questions about...

- current contract work statements
- adapting / revising work statements based on program needs
- budget questions, i.e. what's allowable under each category
- budget line item modifications
- the best way to document expenses
- cost reimbursement versus fee-for-service
- how to help subcontractors reach their goals
- best practices, i.e. what other projects are doing to address a particular issue
- timeline for fiscal agent site visits
- fiscal agent site visit criteria and ratings
- timeline for next year's continuation application

Most importantly, let me know if you have ideas about how we can improve the contracting process. Every efficiency that we can implement provides more opportunity to focus on what's important - building our coalitions and providing top-notch services!

Team Building Gets the Ball Rolling

By Rhonda Hallal, MACTUPP Program Coordinator

What do walking around blindfolded and learning how to survive being stranded in the desert have to do with tobacco programs in Maricopa County? More than you might think.

These are two of the activities that Local Project coordinators and MACTUPP staff experienced on October 22nd as part of a full day of team building. The goal of the day was to strengthen relationships to enable Local Projects to work more effectively with each other and MACTUPP staff. At the end of the day, the group began the process of finding ways to fully benefit from each other's experience, expertise and dedication.

The main outcome of the day was that Local Project coordinators and I, Rhonda Hallal, decided to meet monthly to discuss areas of common concern and to brainstorm ways to address those areas. The group agreed that the monthly meetings would be a top priority among our many responsibilities. One of the first ideas we will discuss is initiating regular meetings of Local Project specialists such as cessation coordinators and school-based prevention staff. Anyone interested in participating in these groups or that has thoughts about the process should talk to the coordinator of their Local Project.

MACTUPP staff feels that the team-building day was a definite success. We look forward to working more effectively with all Local Project staff in the future.

Tobacco Cessation Continues at WIC (Women, Infants, and Children)

By Lonna Smith, WIC Special Projects Coordinator

The Maricopa County WIC Program has received additional funding to continue tobacco cessation at the Maryvale WIC clinic for this next fiscal year. Our goal this year is to focus on data collection, quality assurance and in-depth training on tobacco and project-related issues. We hope to eventually implement the Tobacco Cessation Project at each of the 14 WIC sites in the Valley over the next few years.

WIC routinely sees participants who smoke during pregnancy and/or at home around their children. Prior to this pilot project, WIC staff did not spend much time discussing the dangers of tobacco use and second-hand smoke with clients.

Why is tobacco smoke exposure during pregnancy a cause for concern? Complications associated with maternal smoking during pregnancy include miscarriage, premature delivery, stillbirth, fetal growth retardation/low birth weight, ectopic pregnancy, and premature rupture of membranes.

Risks to infants associated with maternal smoking include an increased risk for SIDS (Sudden Infant Death Syndrome), an increased risk for neonatal death, and more hospitalizations for pneumonia and bronchitis. Children living with household smoke are at risk for developing chronic respiratory problems, such as asthma, and multiple ear infections.

Many of our WIC participants have heard the message that their smoking can be dangerous during pregnancy, but many are not familiar with the danger to their infants and children who are exposed to second-hand smoke at home. The Maryvale staff focuses heavily on this topic when conducting brief interventions, since it is common to have a participant who may or may not smoke, but is living with person in the household who smokes.

Smoking also impacts one's nutritional status. Smokers usually have different dietary habits and choose foods lower in Vitamin A and C, such as fruits and vegetables. They eat fewer foods high in calcium and fiber. Smokers generally have lower blood levels of vitamin C, vitamin A, beta-carotene, selenium, B-12, and calcium. They have higher overall cholesterol levels, which can lead to heart disease. Smoking also can harm the gastrointestinal track, which can interfere with digestion and absorption of nutrients and increase a person's metabolism.

Considering how smoking has such an effect on a person's nutritional status and overall health, one can imagine the impact on the WIC population who is already at risk because of rapid growth and development of pregnancy, infancy and childhood.

A Cessation Class for Maricopa County Employees

By Ali Kamen, Training & Development Specialist

The sixth MACTUPP-sponsored tobacco cessation program for county employees is currently underway. This eight-week class, coordinated with Cigna HealthCare, is offered to all county employees. MACTUPP has partnered with Cigna HealthCare to get their health educators ACTEV certified. We're almost at 100%! This course is structured to make the 4th class the official "Quit Day." Thus, MACTUPP kicked off the class the last week of October so that the "Quit Day" would fall during the Great American Smokeout. On day one of the class, 16 out of the 18 that signed up attended. In our efforts to make our own workplace as tobacco-free as possible, MACTUPP is excited

about the overwhelming response to this cessation class. Stay tuned for further details in upcoming editions of Leit Motif.

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